



# Studio On-The-Go

Create Compelling Video With Your Mobile Device

# Video is King

"By 2019, 80% of internet traffic is expected to be video"

"8 billion videos watched on Facebook each day"

"Half of 18-34 year olds say they'll drop what they're doing to watch"

"Video gets 135% more engagement than a photo"

"43% of social media users want to see more video content"



# Have a Plan

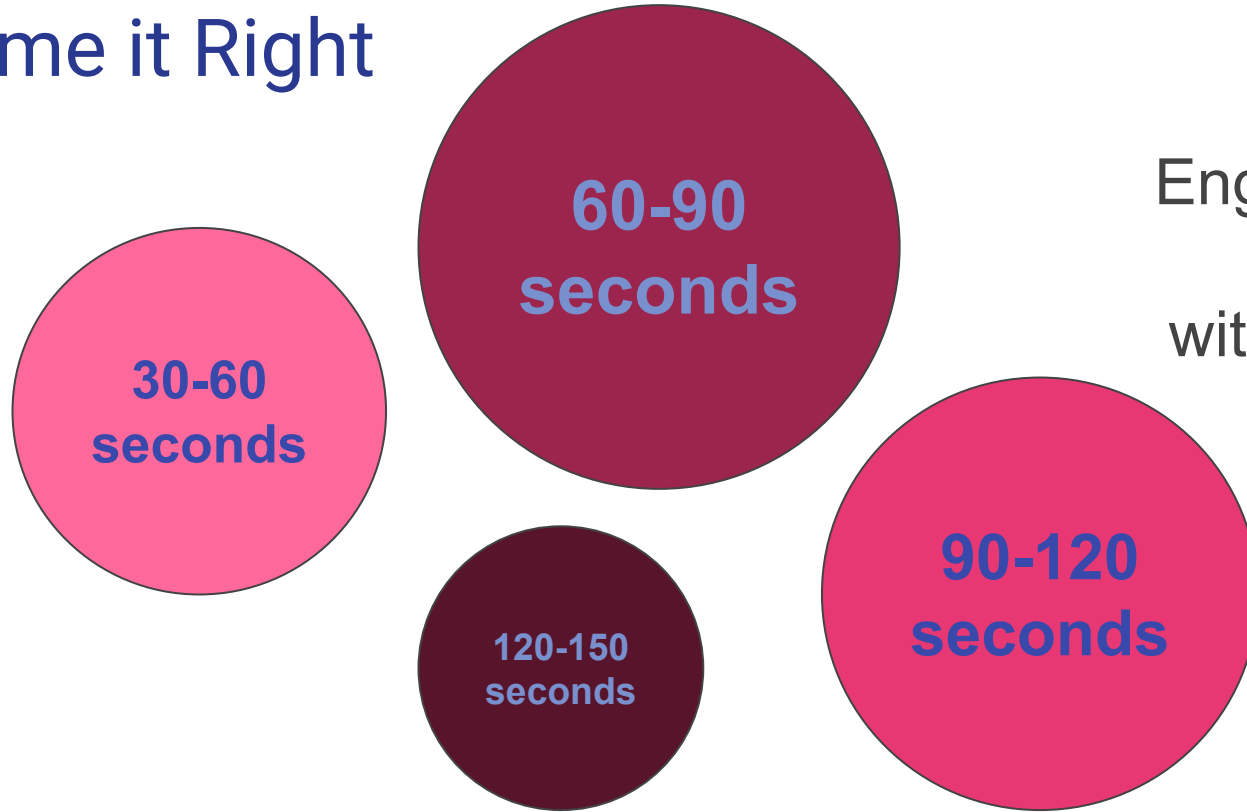
## What type of video are you making?

- **Promote** - Events, Activities  
(End of season pool party)
- **Warn** - Emergencies, High-impact  
(Gas leak scenario)
- **Teach** - How-to videos, demonstrations  
(Car seat demonstration scenario)

- Choose a core message
- Frame it with a clear structure
- Add elements that evoke emotion



# Time it Right



Engagement drops **dramatically** with videos longer than 2:30 (150 seconds)

Study by BuzzSumo

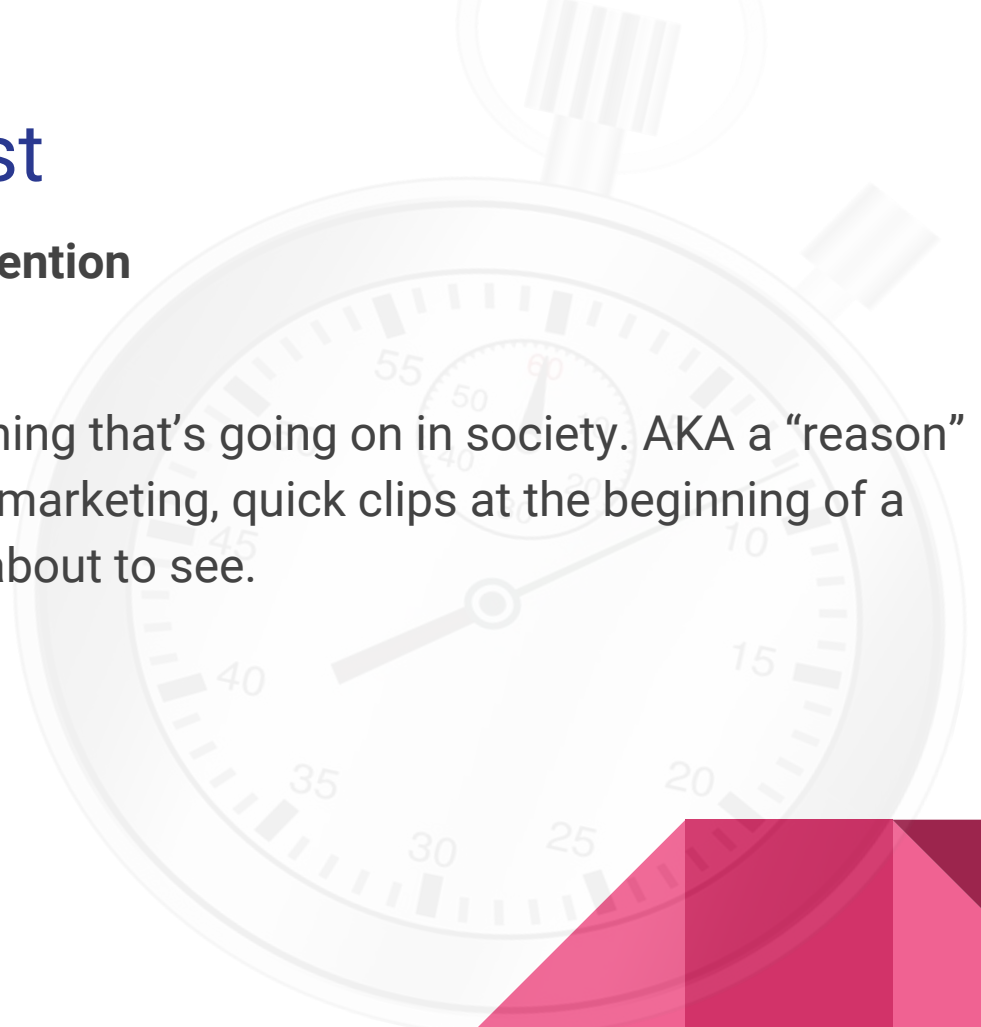
“Your story shouldn’t be longer or shorter than it takes to tell your story well.” -Mark Zuckerberg, Facebook

# Save the Best for First

**You have 8 seconds to capture attention**

Bring your story to life quickly

- Hook - Connect in with something that's going on in society. AKA a “reason” for the video. In social media marketing, quick clips at the beginning of a video that set up what you're about to see.



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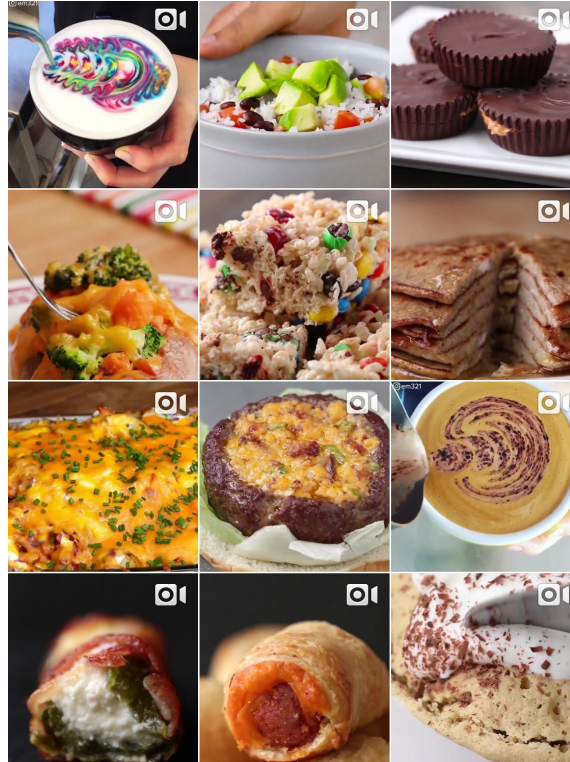
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## Thumbnail

- Your video's first impression.
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- Caption - Tease what people are about to see.  
Use a compelling quote from the video to capture attention.

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## Caption

Tease what people are about to see. Use a compelling quote from the video to capture attention.

# Interviews

- Who, what, when, where, why?
- Soundbites are for exclamation, not explanation
- Use real people to connect with the viewer



# Tell Your Story Without Sound

As much as 85% of video is watched with the sound off

Optimize your video for silent play by:

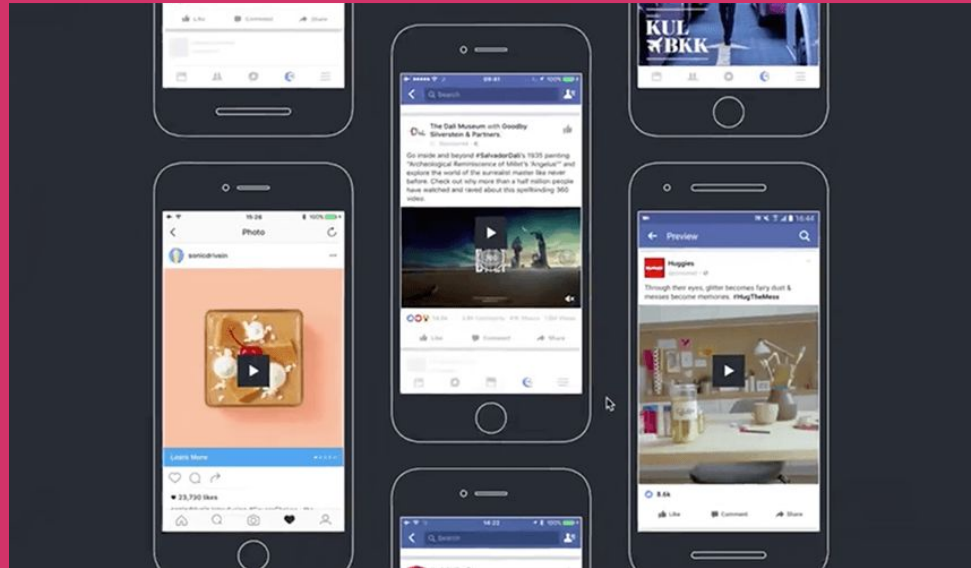
- Creating beautiful/interesting visuals
- Text-heavy descriptions
- Subtitles

Sound should offer additional value to your viewers and bring your video to life



# Need Help?

**Facebook  
Creative Hub**  
has nearly 100  
videos for  
inspiration





# Need Ideas?

Look to social accounts you enjoy, videos and popular culture to find inspiration.







# Equipment

Essentials

Wish List Items

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# On-The-Go Essentials



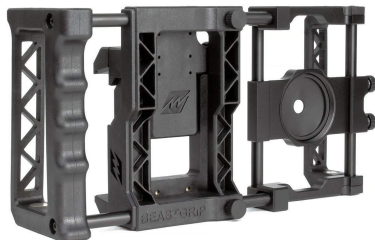
Mobile Device



Microphone



Lume Cube Shoe Mount



Beast Grip



Lightning Adapter



Microphone Adapter



Tripod

# Shooting Technique

The Basics

Wide Shots

Medium Shots

Tight Shots

Conversational Shots

Head-On Shots

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# The Basics - Before You Go

- Have a plan
  - What shots do you need?
  - What locations do you need?
  - What people do you need?
- Time it right
  - What time of day are you filming? Where will the sun be?
  - Will a flight path, train track, or high-traffic area be noisy and interfere with your shoot?
- Equipment Inventory
  - Do you have your essentials?
  - Do you have a memory card?
  - Do you have batteries?



# The Basics - Before You Roll

- Lighting
  - Shoot from an angle that uses the sun to light your subject
  - Interviewees should face the sun (no hats, no sunglasses)
- Shot Setup
  - Scan the shot for things that look weird or out of place
    - Garbage, graffiti, sensitive information or images
  - Frame interviewees and pay attention to background
    - Are there poles or trees growing out of their head?
- Ready to roll
  - Make sure your equipment is set up and ready before placing subjects or interviewees



# The Basics - Rolling

- Hold shots for 10 seconds minimum
- Static Shots
  - Don't pan unless it adds significantly to the story
  - If your subject moves, shoot wide angle so you don't have to chase them
  - Use tight shots that show acting entering and clearing frame
  - Don't zoom while shooting
- Get your wide, medium and tight shots



# Wide Shots

Set the scene with an “establishing shot.”

- Focus on the space, not the subject
- Frame the shot to show location, landmark, building, street sign, etc.
- Visual overview of where you are and what you’re doing



# Medium Shots

Standard shots.

- Visual frame of the story
- Focus on who, what, or where
  - Frame the person talking
  - Frame the subject of the story or scene
  - Frame the location of the story or event





# Tight Shots

Add visual interest with details and close-ups

- Focus on action and movement
  - Feet walking, hands doing, tires rolling
- Focus on information
  - Signs, maps, posters, graphics



# Interview Setup

Standard Interviews

Conversational Interviews

Head-On Interviews

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# Standard Interview

Interviewee speaks to interviewer to the side of camera and out of frame

- If including multiple interviews, alternate sides
- Remind the interviewee to look at the interviewer, not the camera



# Conversational Interview

Interviewee speaks to interviewer in front of camera (think three-way conversation between interviewer, interviewee, and viewer)

- Live or impromptu interviews
- More casual



# Head-On Interviews

Look straight at the camera and talk to the audience.

- Introduce a packaged story
- Make or read a prepared statement
- Use for more serious stories or information
  - Official speaking directly to the community with an important message
  - Warning of danger or emergency
  - Tug at the heart strings (eye contact works, even in video)



# Shooting Ideas

- Watch Television
  - What news stories capture (and hold) your attention? How are they shot?
  - What television commercials do you remember? Why?
- Practice on friends and family
  - Impress them with a creatively shot and edited video highlighting an event



Editing on-the-go

# The Best Apps for Android and iOS

## iOS



### Adobe Premiere Clip

Create, edit & share vid...

OPEN



### Quik - GoPro Video Editor

Edit photos, videos to m...

OPEN



### iMovie

Apple

OPEN



## Android



### Adobe Premiere Clip

Adobe

**E** Everyone



### Quik – Free Video Editor for photos, clips, music

GoPro

**E** Everyone



# Use the Correct Settings

## Camera App

- 1080p 30 fps - *for normal video*
- 1080p 60 fps - *to be able to slow down footage for a more **dramatic effect***
- 4k 30 fps - for normal video - **Large file size**
- 4k 60 fps - Most apps have a difficult time editing or crash. Do not use for editing on mobile.



# Background Music - Download to Your Device

Download a library of royalty free music to enhance your videos.

**Youtube Creator Studio - Audio Library:**

<https://www.youtube.com/audiolibrary/music>

**Facebook Creator Studio - Sound Collection:**

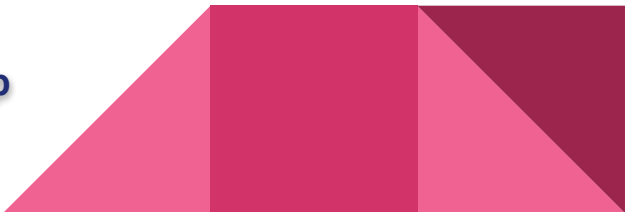
<https://business.facebook.com/creator/studio>

## iOS

You must download from computer and sync to your itunes library.

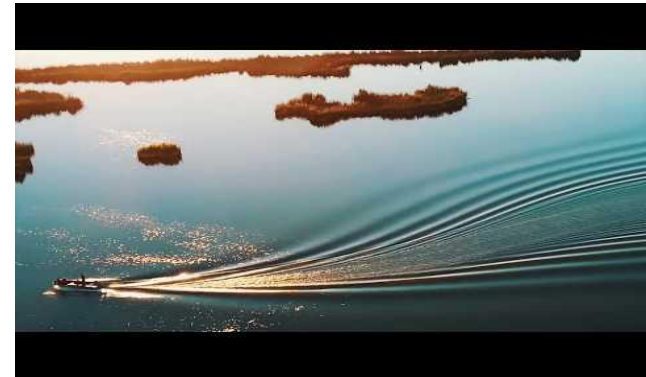
## Android

Download music files and drop them into a folder on your android phone.



# Editing Tips

- Have plenty of video clips to choose from to make your video- **More Is Better**
- Arrange clips so that it tells a **story**
- Use **B-roll**(transitional clips) to show movement in **time**, introduce the **location**, and to **connect ideas**
- **Repurpose** media for other social media platforms
- **Soundscaping** - Create the environment and set the mood by using localized sounds and background music



# Quik Stories to Highlight events

If you need a finished product fast, or need to just highlight an event, use the app Quik - Video Editor by GoPro to tell your story.



# PSA - Announcement - Demo



# [www.wvc-ut.gov/studio](http://www.wvc-ut.gov/studio)

**Joshua Timothy**  
**Cache County Sheriff's Office**  
435-754-9707  
[jtimothy@cachesheriff.org](mailto:jtimothy@cachesheriff.org)  
[@\\_JoshuaTimothy](#)

**Roxeanne Vainuku**  
**West Valley City PD**  
801-965-7678  
[roxeanne.vainuku@wvc-ut.gov](mailto:roxeanne.vainuku@wvc-ut.gov)

**Aaron Crim**  
**West Valley City**  
801-963-3466  
[aaron.crim@wvc-ut.gov](mailto:aaron.crim@wvc-ut.gov)